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Social and Cyber Presence

Professionalism, Integrity, and Best Practice



<http://liusocial.wikispaces.com>

Leadership • Expertise • Innovation

Workshop Themes

- Awareness of guiding principles
- Protecting your own cyber image...*Digital Footprints*
- Safely communicating and working with students
- Best practices



San Ramon Valley
Unified School District



CARNEGIE
INSTITUTION FOR
SCIENCE



JOHNS HOPKINS
UNIVERSITY
School of Education



AMIGOS OF
COSTA RICA



وزارة التربية والتعليم
Ministry of Education



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Guiding Principles

Code of Professional Practice and Conduct for Educators

- Professional educators shall exhibit consistent and equitable treatment of students, fellow educators and parents.
- Professional educators shall impart to their students principles of good citizenship and societal responsibility.
- Professional educators shall exhibit acceptable and professional language and communication skills. Their verbal and written communications with parents, students and staff shall reflect sensitivity to the fundamental human rights of dignity, privacy and respect.
- Professional educators shall keep in confidence information obtained in confidence in the course of professional service...
- Individual professional conduct reflects upon the practices, values, integrity and reputation of the profession.

<http://www.pacode.com/secure/data/022/chapter235/chap235toc.html>

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Professional Standards and Practices Commission

Carolyn Angelo
Executive Director

PSPC

(717) 787-6576

cangelo@pa.gov

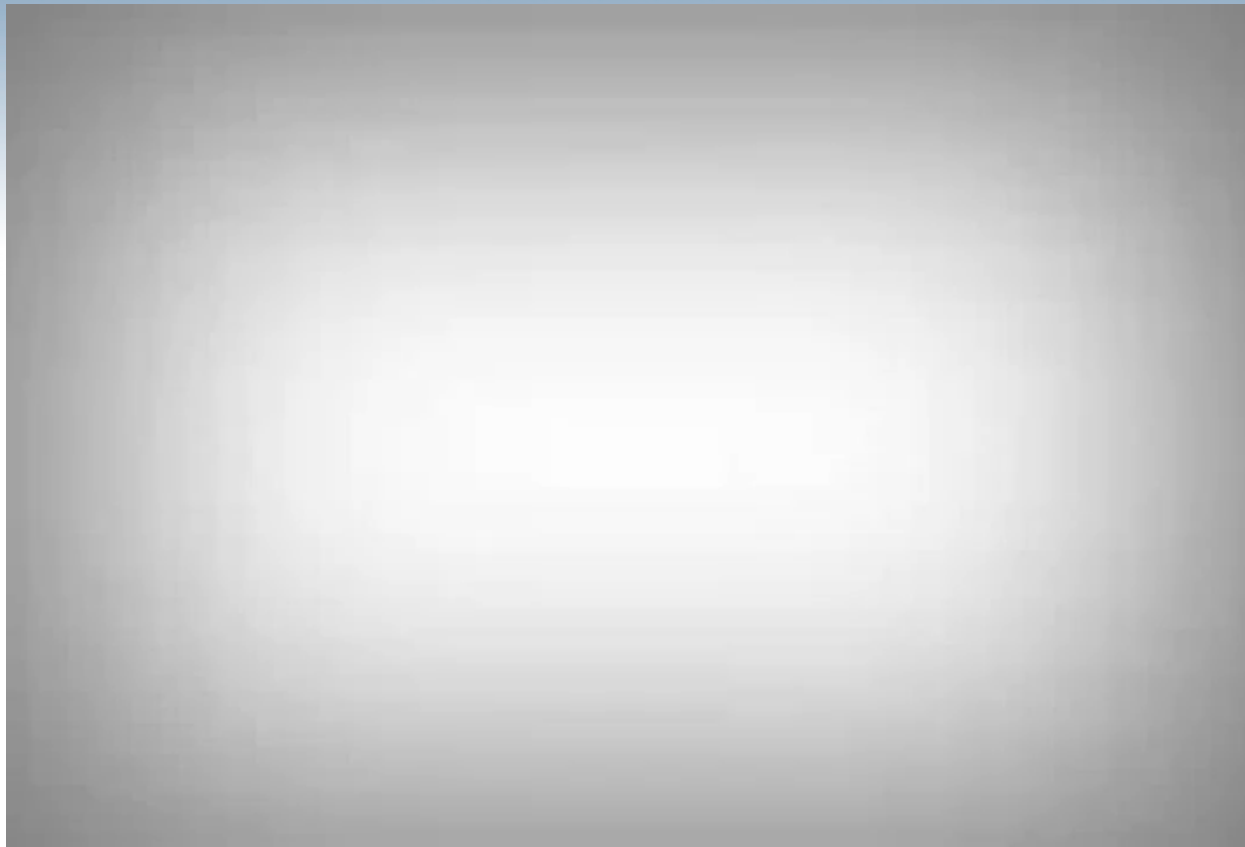
<http://www.education.state.pa.us/>

select "Professional Standards and Practices Commission"

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Digital Footprints



<http://www.youtube.com/watch?v=9udrvJNTEww>

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Digital Footprints

- What is your “personal brand”?
 - Image conveyed about you beyond the face-to-face
 - Collection of digital artifacts
 - Gathered by every site you touch
 - Personal & Professional Implications



**BUILD YOUR
BRAND**

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Caution...

- The next several slides are graphic in nature as a means to demonstrate the genuine and authentic content that “professionals” are using or creating to build their digital footprint and personal brand.

WARNING: **Graphic Content**

The following images and/or content may be disturbing to some viewers.
Viewer discretion is strongly advised.

*Graphics provided by PDE PSPC

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What is YOUR OWN footprint???



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Connecting Private Persona to the Workplace...

- Nexus to...
 - Physical premises
 - School functions
 - Student contact



I know what you did last summer...or on your sick day...



Teacher Marie Jarry Sues School Over Howard Stern Bikini Controversy

Published 1, July 9, 2008 Academics , Bizarre , Constitutional Law , Society , Torts
20 Comments



Marie Jarry, the former second-grade teacher who resigned after making an appearance in a bikini on the "Howard Stern Show," is suing Southington, Connecticut school officials as well as her union. She has good reason to complain about being fired for an appearance in a swimsuit on a television program on her own time.

The increasing enforcement of after-hours codes of conduct by employers should be viewed as a cause of alarm for a society that prides itself on freedom of association and speech.

The greatest problem for Jarry is her resignation in May for her position as a second-grade teacher at Thalberg Elementary School in Southington. This is not the first time a teacher has resigned under pressure and then regretted the decision, click [here](#).

She had taken sick leave days to appear (and ultimately win \$5,000) on the show's "Ugliest Dude, Hottest Wife" contest.

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What's on your wall?

Teacher placed on leave for questionable Facebook posting



BEAVER DAM, WI (WKOW) -- Beaver Dam school officials placed a middle school teacher on administrative leave after discovering a photograph of the teacher with a gun on the teacher's Facebook page. (2/2009)

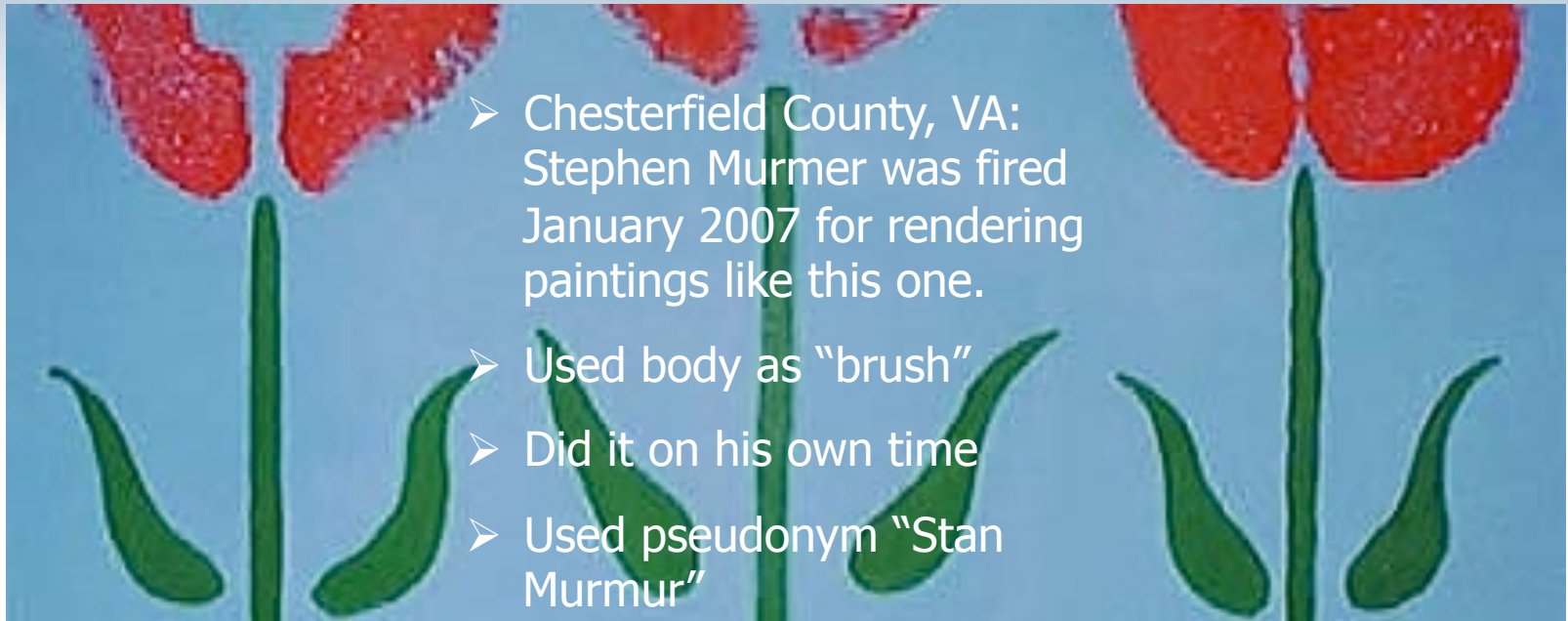
How'd I know that...

Google
Images



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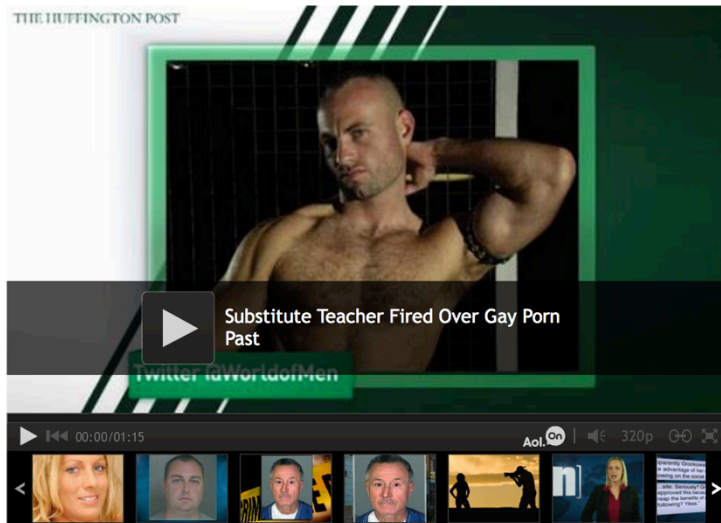
Art???



- Chesterfield County, VA: Stephen Murmer was fired January 2007 for rendering paintings like this one.
- Used body as "brush"
- Did it on his own time
- Used pseudonym "Stan Murmur"
- ACLU got \$65k settlement

Moonlighting???

Shawn Loftis, Former Gay Porn Star, Allowed To Teach After Being Fired For X-Rated Past



First Posted: 03/11/2012 11:07 am | Updated: 03/11/2012 8:20 pm



A Florida-based teacher who was fired after his past work as a gay adult film star was revealed [will be allowed to return to the classroom](#).

As *LA Weekly* is reporting, Shawn Loftis, who directed and acted in a series of gay porn films under the name Collin O'Neal, will not only be permitted to teach, but will also be eligible to apply for a permanent position as an educator. He will, however, [reportedly remain on probation](#) for two years.

Loftis, who had been working as a substitute teacher at numerous Miami area schools when [he was dismissed last year](#) after a principal discovered his films on a website, praised the Florida Education Practices Commission's decision to overrule his termination. "This is my past and I left it behind," he told *LA Weekly*, noting that his work as

MailOnline

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Porn star-turned-biology teacher who was fired after students downloaded her films onto their smartphones LOSES court bid to return to the classroom

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 **Lincoln
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Unit No.12**

Parents have a loud voice...



seen by anyone.

More...

- **Outrage as dance school offers pole-dancing lessons for children as young as 12**

A parent of one pupil at the school spotted the pictures, printed off five pages of them and posted them through neighbours' front doors.

She included a letter which read: 'If you are as appalled as I am by these images which these tramps post freely for the world to see, how safe are our children?

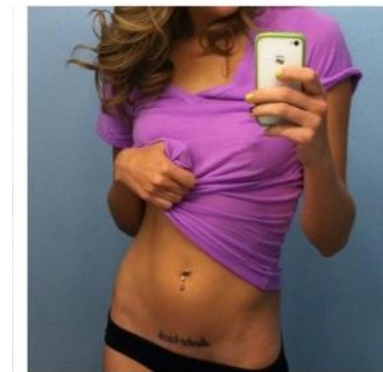
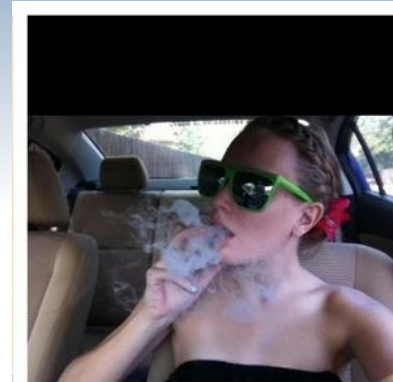
'Answer, not very! Children might be seeing these images.

'What does this tell you about this school and how it is being run?

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It's not just pics...

- Elicit activity
 - Elicit behavior
- Elicit comments
 - “More in my car...”



Know the company you keep...

Court Rules Against Teacher in MySpace 'Drunken Pirate' Case

A student teacher who was denied a teaching degree just days before graduating has lost a court battle against her would-be alma mater. One of the contributing reasons for her dismissal was because of a photo she posted onto MySpace.com

Just days before her graduation in May 2006, [Millersville University](#) in Pennsylvania, accused student **Stacy Snyder** of promoting underage drinking, after they discovered a photo on her MySpace page titled "Drunken Pirate," in which Snyder can be seen wearing a pirate hat and drinking from a plastic cup. (A photo can be seen on [The Smoking Gun](#).)

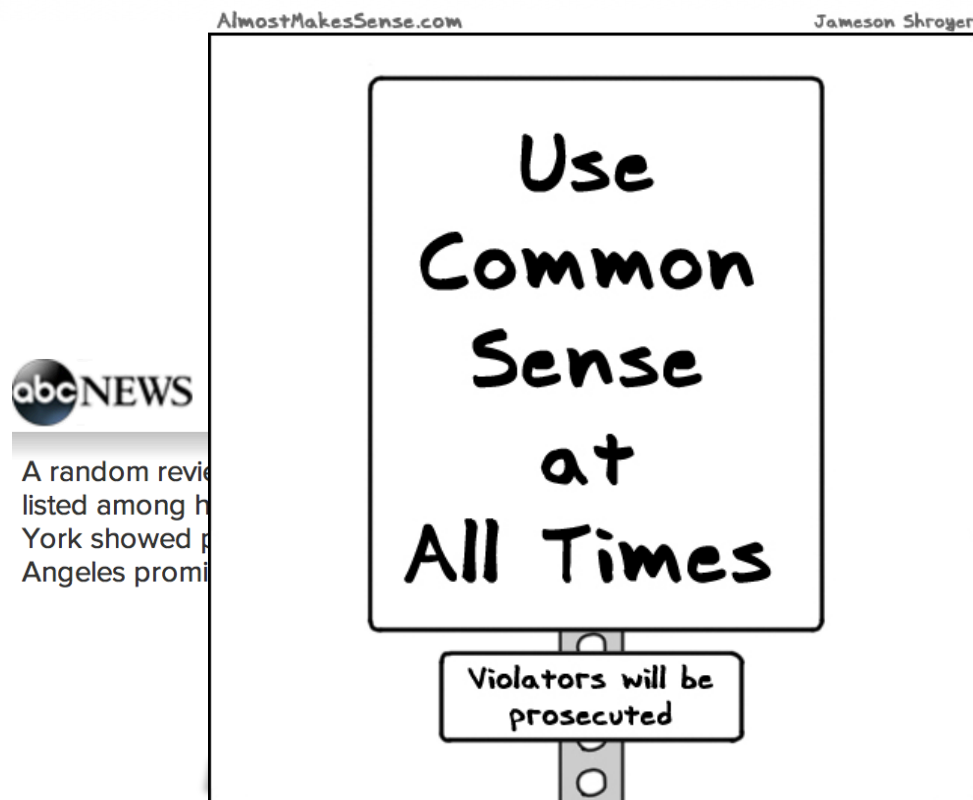
At the time, Snyder was 25 and working as a student-teacher at Conestoga Valley High School. Snyder maintained that the photo was taken at a costume party off campus and after school hours. But when the university refused to issue her a teaching degree, Snyder sued citing violation of her First Amendment rights.

Today, a circuit court judge who heard the case decided in favor of the school.

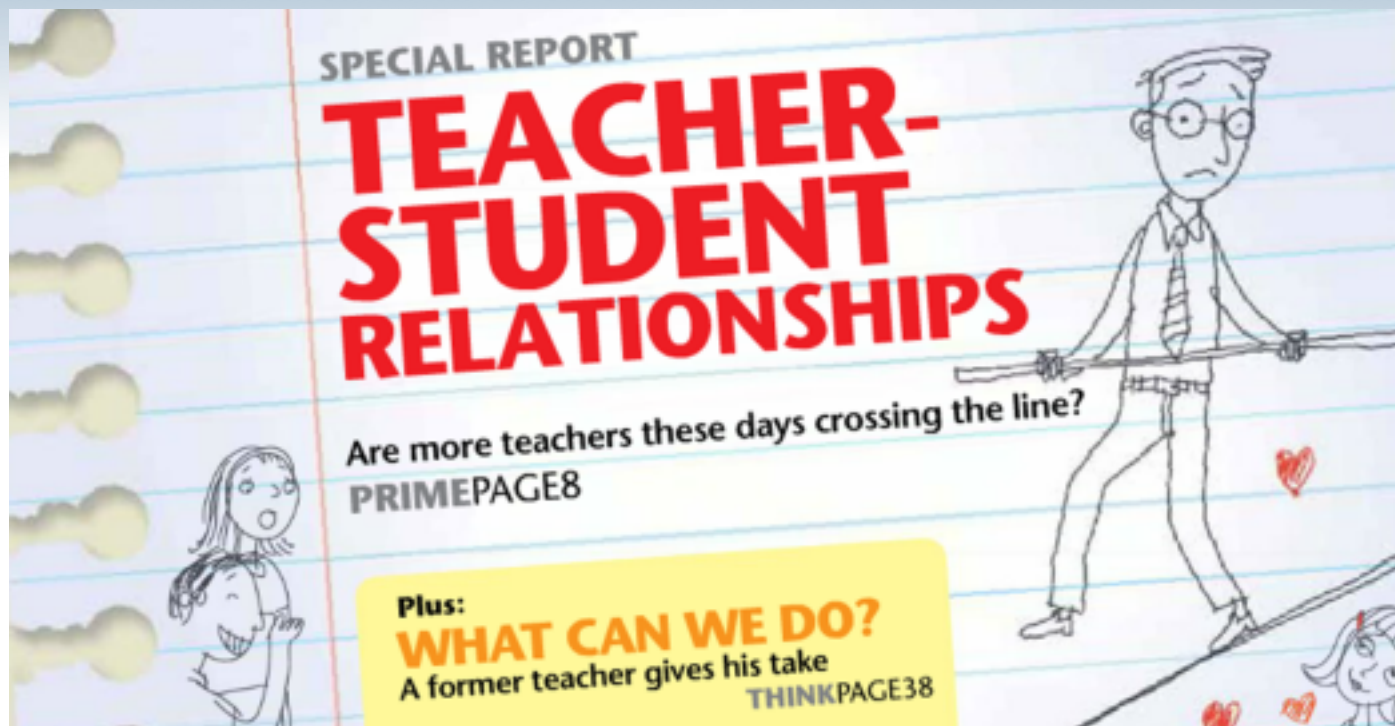


Get the point?

- Discuss with a neighbor the implications of these scenarios



Relationships with Students



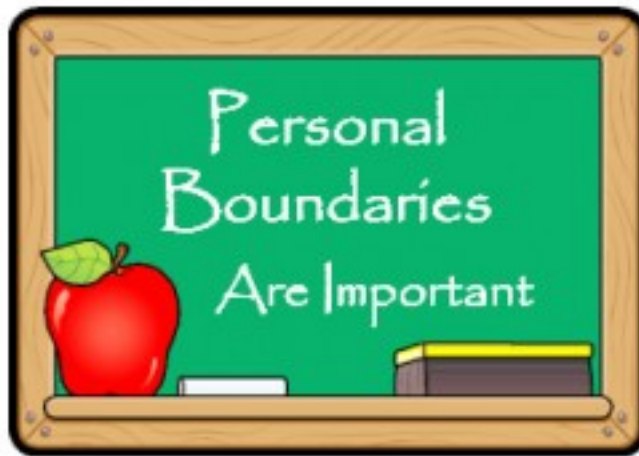
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Appropriate Behavior

- Recognition of imbalance of power
- Trust
- Duty to protect student from conditions that are harmful
- Best interests of students
- Recognize student vulnerabilities
- Appropriate use of institutional resources
- Confine passion to instruction

Boundary Violations

- Define a “boundary violation” with someone next to you...



Warning Signs

➤ With a partner, identify as many warning signs of boundary violations that you can...

- An educator who has no balance between professional/personal life
- An educator who spends inordinate amount of time with students and not peers
- An educator who demonstrates favoritism towards one or two students (maybe different one each year)
- An educator who uses sexualized language to describe students or who makes lewd or suggestive comments with students or colleagues
- An educator about whom there are rumors among other staff/students
- An educator who arranges to spend time alone with a student (passes from other classes, lunch time in classroom, before or after school time)
- An educator who appears to have excessive information about the personal life/family of a student
- An educator who shares inordinate amount of personal information about themselves with students
- An educator who is spending time with a student outside of school

Warning Signs

➤ More...

- An educator who requests special treatment of a particular student
- An educator who is prone to hug and engage in physical contact with students or treat them in an overly friendly manner
- An educator who arranges classroom so that is difficult to observe from hallway (blinds always pulled, door shut, door window covered)
- An educator who has an inordinate need to be admired, needed, loved
- An educator whose interactions with students make you or other staff uncomfortable (trust your instincts)
- An educator whose behavior has drastically/significantly changed
- An educator who appears preoccupied with one student

Managing Your Social Network

- Do think before you post
- Do know your friends
- Do not befriend students
- Do monitor pictures
- Do control privacy settings
- Do not join unprofessional groups
- Do not post vulgar, obscene materials
- Don't post confidential or job-related comments



Not just social media...

➤ Cell Phones

- Do not share cell phone # with students
- Do not call students with personal cell phone
- Do not text message students**
- Do not believe that text messages are private

Police Blotter: Verizon forced to turn over text messages

By Declan McCullagh
Staff Writer, CNET News

**We will discuss in Best Practices

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*“WHENEVER YOU DO A THING, ACT
AS IF THE WHOLE WORLD IS
WATCHING”*

THOMAS JEFFERSON

BECAUSE IT IS!

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Best Practice - Texting

- Use school email to text to student phones
 - AT&T: 10digitphonenumber@txt.att.net
 - Nextel: 10digitphonenumber@messaging.nextel.com
 - Sprint: 10digitphonenumber@messaging.sprintpcs.com
 - T-Mobile: 10digitphonenumber@tmomail.net
 - Tracfone: 10digitphonenumber@txt.att.net
 - Verizon: 10digitphonenumber@vtext.com
 - Virgin Mobile: 10digitphonenumber@vmobl.com

<http://www.emailtextmessages.com>

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Best Practice – Web 2.0

➤ What is web 2.0?



licensed under CC Attribution-NonCommercial-ShareAlike 2.0 Germany | Ludwig Gatzke | <http://flickr.com/photos/stabilo-boss/>

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Giving Students Access

The image shows two overlapping web interfaces. The background interface is a QR code generator from www.the-qrcode-generator.com. It has a browser-like address bar and tabs. The main content area has a 'TYPE' dropdown menu with options: Free Text, URL, Contact, Phone Number, and SMS. The 'Free Text' option is selected, and the text 'www.iu12.org' is entered in the input field. To the right of the input field is a 'Generate' button. Below the input field, there is a QR code. The foreground interface is a Bitly dashboard. It has a header with the Bitly logo and tabs for 'Your stuff' and 'Your network'. Under 'Your stuff', there are sub-tabs: 'Bitmarks', 'Bundles', 'Stats', and 'Profile'. The 'Bitmarks' tab is active. Below the tabs is a search bar labeled 'Search your bitmarks'. Below the search bar, it shows '1 BITMARK' and a 'sort by' dropdown set to 'Date Created'. The bitmark listed is 'fcctc - home', created on 'Aug 19' from 'fcctc.wikispaces.com'. It is marked as 'Public' and has '0 clicks'. There are buttons for 'Add to bundle', 'Add note', 'View stats', and a 'Copy' button. A 'Save' button is also visible.

Do you need to change the content of the QR Code after it has been printed? Or do you need statistics? [Sign In](#)

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Best Practice - Notifications

- What is Twitter?
- What's a #hashtag (Education [hashtags](#))
 - Using them
- Following at 40404



remind101

twitter

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Best Practice - Notifications

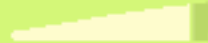
➤ What's a podcast?

The logo for Vocaroo, featuring the word "Vocaroo" in a green, cursive script font.

Vocaroo - The premier voice recording service.



Click to Record



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Best Practice – Backchannel and Crowdsourcing

Today'sMeet

Talk. Listen.

Today'sMeet helps you embrace the [backchannel](#) and connect with your audience in realtime.

Encourage the room to use the live stream to make comments, ask questions, and use that feedback to tailor your presentation, sharpen your points, and address audience needs.

Create a Room.

Name your room →

Presentation1

ie: <http://today'smeet.com/Presentation1>

Delete the room in →

2 hours

how long will the room data be saved?

Twitter hashtag →

#

Tweets with #

By submitting this form you agree to the [Privacy Policy](#) and [Terms](#).

→ Create your Room.

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Best Practice – Social Bookmarking



Towards your dream information management tool!

Now, Diigo 5.0

Collect and organize anything

bookmarks, highlights, notes, screenshots, pictures, docs, audio, bibliography...

Access anywhere and easily share

PC & Mac, any browsers, Android, iPhone, iPad...

4.0

+ Personal Learning Network for sharing and discovery

3.0

+ Group-based Collaborative Research for content curation

2.0

+ Highlighter & Sticky Notes - your best reading companion on the web

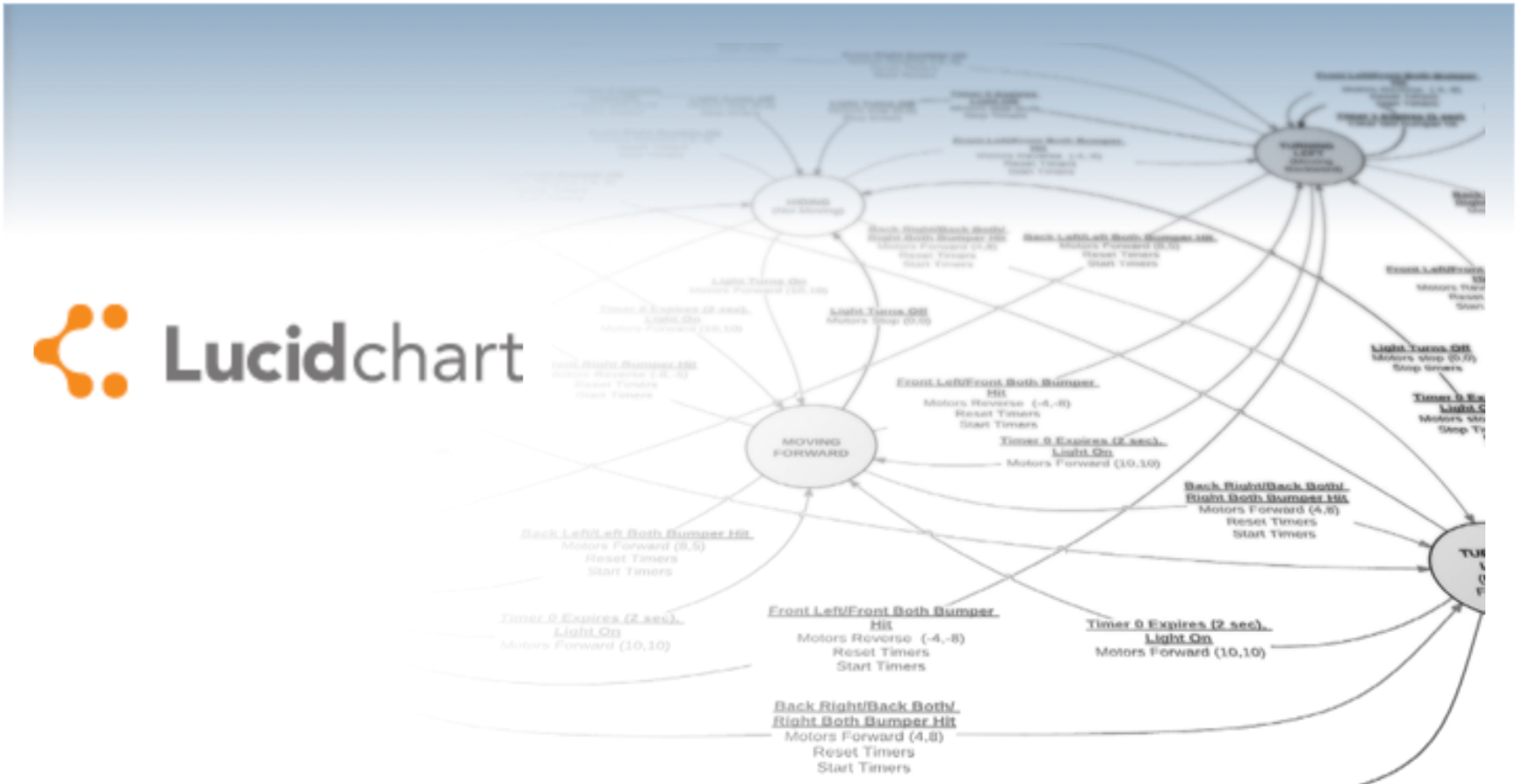
1.0

Online Bookmarking - great tool if you browse web using different PCs and browsers



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Best Practice – Social Concept Mapping



Best Practice – Social Splashwall



padlet

We give you a blank wall.
You put anything you want on it, anywhere.
Simple, yet powerful.

Build a wall

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Best Practice – Social Document Sharing

Google docs

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Your Next Steps...

- Share the professional code of practice with your students and how they relate to their online footprint.
- Make sure that you are clear about what boundary violations exist when communicating/working with students in any context.
- Check the privacy settings on your own social networks.

Our Mission

The mission of the Lincoln Intermediate Unit 12 is to provide quality education and service through leadership, expertise, and innovation.



Lincoln
Intermediate
Unit

12

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